

PUMPKIN Marketing

HMMM.. What's pumpkin marketing?

Pumpkin marketing is a fun way to market your business during the fall season! Using the word "PUMPKIN," spell out the perks/reasons for why Mary Kay may be right for women that you schedule team building appointments with.

P

President of YOUR OWN company

- Pay yourself first
- Prizes and wonderful recognition of a job well done

U

U are the boss

- So you get to choose the people with whom you work (don't have to put up with grumbly co-workers)

M

Money:

- 50% (or more) profit – double your money when you invest in inventory
- 4%-13% commissions earned on team building
- Additional 13% commissions earned as a Director, plus unit volume bonuses starting at \$500
- \$50 bonus on new qualified business associates
- Our company's nationals and top directors are among some of the highest-paid women in the U.S.

P

Put yourself in the driver's seat of a BRAND NEW CAR:

- No lease payment
- Minimum insurance (Company pays the majority)
- Or take the cash compensation option

K

Keep it simple, sugar:

- Customers buy from you; you purchase direct from Mary Kay

I

Invest in yourself:

- Inventory for on-the-spot delivery; No 2nd trip; mailing expense or delivery = happy customer
- Imagine/Dream, the possibilities are endless

N

- **No glass ceiling** to break through – you are already the president and CEO of a major corporation – YOUR OWN!



EXCITE:

holiday consultants by showing them the below break down of what's in it for them when they join Mary Kay and work their businesses this holiday season

new consultant break down >>

Invest: about \$100 plus tax for a Starter Kit.

Hold: 2 Christmas shopping shows per week or facial parties, Holiday Open Houses, or stop-n-shops

Profit: Your **AVERAGE** show will be **\$200+** (conservative total). Many will be much larger, but a conservative average is \$200 each.

Breaking the profit down:

\$400 in sales-50% (cost of product) = \$200 per week in profit - for 5-6 hours October, November, and December=12 weeks

12 weeks x \$200 profit per week=

**\$2,400
profit**